

ALPINE 1994 DIRECT PROGRAMS
Monthly Topline Response Report, August 1994

Program: 1994 Direct Mail 1, 94700A

Drop Date: February 18-25

Offers & (Expiration): \$1-Off 3 Packs or Carton/Alpine Smokers (5.31), (2) \$.50-Off Pack or Carton/Competitive (4.31 & 5.31), Continuity/All (8.1), Survey/All (12.31)

Audience Segment (Cell Nos.)	Size of Audience	Number of Responders	Rate	Coupon Response						Continuity Response				
				Number Mailed	Quantity Redeemed	Est. Rate	Actual Rate	Number Loaded	% Loaded	Number of Orders	Est. Rate	Actual Rate	Number Loaded	% Loaded
Alpine Smokers														
1992/93 Direct Responders (1)	60,520	30,550	50.5%	60,520	-	-	-	24,657	-	-	-	-	24,608	-
1992/93 Media/Retail Responders (2)	<u>63,793</u>	<u>24,201</u>	37.9%	<u>63,793</u>	-	-	-	<u>20,811</u>	-	-	-	-	<u>16,186</u>	-
	124,313	54,751	44.0%	124,313	48,069	15%	38.7%	45,468	94.6%		12%	-	40,794	
Competitive Audience														
1992 & 93 Direct Responders (5)	54,622	12,870	23.6%	109,244	-	-	-	16,411	-	-	-	-	123	-
1993 Only Direct Responders (4)	17,316	3,970	22.9%	34,632	-	-	-	6,009	-	-	-	-	26	-
1992 Only Direct Responders (3)	<u>62,267</u>	<u>14,071</u>	22.6%	<u>124,534</u>	-	-	-	<u>20,184</u>	-	-	-	-	<u>97</u>	-
	134,205	30,911	23.0%	268,410	44,434	5%	8.3%	42,604	95.9%		8%		246	
Total Audience	258,518	85,662	33.1%	392,723	92,503	-	-	88,072	95.2%		-	-	41,040	-
Change Since Last Report		28,469			9,354			48,040					41,040	

Program: Direct Mail 2, 94700B

Drop Date: April 22-28

Offers & (Expiration): \$1-Off Carton/Alpine Smokers (6.30), (2) \$.50-Off Pack or Carton/Competitive (6.30), Survey/All

Audience Segment (Cell Nos.)	Size of Audience	Number of Responders	Rate	Coupon Response					
				Number Mailed	Quantity Redeemed	Est. Rate	Actual Rate	Number Loaded	% Loaded
Alpine Smokers									
1992/93 Direct Responders (1)	67,164	22,409	33.4%	67,164	-			16,585	
1992/93 Media/Retail Responders (2)	<u>70,532</u>	<u>18,474</u>	26.2%	<u>70,532</u>	-			<u>14,911</u>	
	137,696	40,883	29.7%	137,696	27,462	25%	19.9%	31,496	114.7%
Competitive Audience									
1992/93 Direct Responders (3)	225,065	42,618	18.9%	450,130	-			29,203	
1992/93 Media/Retail Responders (4-7)	<u>205,557</u>	<u>34,144</u>	16.6%	<u>411,114</u>	-			<u>20,725</u>	
	430,622	76,762	17.8%	861,244	65,827	16%	7.6%	49,928	75.8%
Total Audience	568,318	117,645	20.7%	998,940	93,289			81,424	87.3%
Change Since Last Report		34,323			64,572			81,424	

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ALPINE 1993 DIRECT PROGRAMS
Monthly Topline Response Report, August 1994

Program: 1993 Direct Mail 2, 93700B

Drop Date: July 1993

Offers & (Expiration): B2G1F, B3G1F (6.1.93), Continuity - Umbrella, Windbreaker, Cap (9.30.93)

Audience Segment (Cell Nos.)	Size of Audience	Number of Responders	Rate	Coupon Response						Continuity Response				
				Number Mailed	Quantity Redeemed	Est. Rate	Actual Rate	Number Loaded	% Loaded	Number of Orders	Est. Rate	Actual Rate	Number Loaded	% Loaded
Competitive Audience														
Live Product Segment (7-14)	192,023	11,386	5.9%	384,046	-	10%	-	16,586	-	-	-	-	3,538	-
Recontact Segment (1,3,5)	443,717	35,388	8.0%	887,434	-	10%	-	51,178	-	-	-	-	17,570	-
Media/Retail Segment (4,15)	<u>70,466</u>	<u>7,421</u>	10.5%	<u>140,932</u>	-	10%	-	<u>10,760</u>	-	-	-	-	<u>3,320</u>	-
	706,206	54,195	7.7%	1,412,412	90,746	10%	6.4%	78,524	86.5%		5%		24,428	
Change Since Last Report		0			0			0					0	

Program: Direct Mail 3, 93700D

Drop Date: August 1993

Offers & (Expiration): B3G1F (12.31.93)/Competitive, Bonus UPC Certificate/All (no expiration), Continuity - Cap, Windbreaker, Umbrella (12.31.93)/Alpine Smokers

Audience Segment (Cell Nos.)	Size of Audience	Number of Responders	Rate	Coupon Response						Continuity Response				
				Number Mailed	Quantity Redeemed	Est. Rate	Actual Rate	Number Loaded	% Loaded	Number of Orders	Est. Rate	Actual Rate	Number Loaded	% Loaded
Alpine Smokers (14-16)	139,323	20,501	14.7%	-	-	-	-	-	-	-	15%	21.0%	29,421	-
Competitive Audience														
Live Product Segment (1-8)	180,997	7,034	3.9%	180,997	-	10%	-	6,729	-	-	-	-	-	-
Recontact Segment (9, 11-12)	425,839	24,294	5.7%	425,839	-	10%	-	22,682	-	-	-	-	-	-
Media/Retail Segment (10,13,17)	<u>100,274</u>	<u>9,378</u>	9.4%	<u>100,274</u>	-	10%	-	<u>8,820</u>	-	-	-	-	-	-
	707,110	40,706	5.8%	707,110	42,280	10%	6.0%	38,231	90.4%	-	-	-	-	-
Total Audience	846,433	61,207	7.2%	707,110	42,280	10%	6.0%	38,231	90.4%		15%		29,421	
Change Since Last Report		0			0			0					0	

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